

MAR 3 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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26	27	28	29	30	31	

FRANCES HUGHES, *Editor*

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

WEEK BEGINNING MONDAY, MARCH 3, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 2 3:00 P.M.	DRESS DESIGN LECTURES	METROPOLITAN MUSEUM OF ART	5TH AVE. at 82 CLASSROOM K
	Beginning series of Sunday lectures on Dress Design by Grace Cornell, staff lecturer. Illustrated by actual materials. Lecture schedule: Mar. 2, Persian Origins; Mar. 9, Italian Renaissance Models; Mar. 16, French 17th and 18th Century; Mar. 23, English 18th and 19th Century.		
Beginning Mar. 3	SPRING OPENINGS OF NEW YORK'S GOLD COAST SPECIALTY SHOPS		
Mar. 3 3:00 P.M.	JAY THORPE ORIGINALS FOR SPRING 1941		24 WEST 57TH ST.
	Press preview. Cocktails. 2nd Floor. Publicity: Constance Hope, PL. 3-3390		
Mar. 4 9:30 A.M.	HENRI BENDEL SPRING COLLECTION		10 WEST 57TH ST.
	Early morning press preview. Publicity: Frances Anderson, CI. 7-1100		
Mar. 4 3:00 P.M.	SAKS 5TH AVENUE		5TH AVE. at 49TH ST.
	Press preview of Sophie Gimbel's Salon Moderne Spring Collection. Publicity: Miss Harness, PL. 3-4000		
Mar. 5 11:00 A.M.	BONWIT TELLER		5TH AVE. at 56TH ST.
	Press preview of Fira Benenson's Salon de Couture Collection. 3rd fl. Publicity: Nona James, EL. 5-6800		
Mar. 5 7:45 P.M.	BERGDORF GOODMAN		754-5TH AVE. at 58TH
	Evening press preview of Bergdorf Goodman Originals. Publicity: Mab Wilson, PL. 3-7300		
Mar. 6 10:30 A.M.	HATTIE CARNEGIE		42 EAST 49TH ST.
	Press preview of Carnegie Spring Collection. Publicity: Josephine Hughes, WI. 2-2600		
Mar. 10 2:30 P.M.	MILGRIM'S		6 WEST 57TH ST.
	Press preview of Milgrim Design Studio Spring Originals for Custom Order. Open to public following day, Mar. 11 at 2:30 P.M. Publicity: Martin Kahn, CI. 7-7200		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Mar. 3	SPORTSWEAR GUILD OPENINGS-SUMMER COLLECTIONS		
Mar. 3	STAR-MAID DRESSES	498 SEVENTH AVE.	From 10:30 A.M.
Mar. 5	SPORT-CRAFT, INC.	550 SEVENTH AVE.	All day long
Mar. 5	MUTUAL ROSENBLOOM CORP.	498 SEVENTH AVE.	From 10:30 A.M.
Mar. 6	KANE-WEILL	498 SEVENTH AVE.	10:30 A.M. 2:30 P.M.
Mar. 6	SAM STEINBERG & CO.	498 SEVENTH AVE.	From 10:30 on
Mar. 10	DAVIDOW	550 SEVENTH AVE.	2:30 P.M.
Mar. 10	DAVID GOODSTEIN	550 SEVENTH AVE.	10:30 A.M. 2:30 P.M.
Mar. 11	ADLER & ADLER	550 SEVENTH AVE.	10:30 A.M. 2:30 P.M.
Mar. 11	ZOLTAN ROSENBERG	550 SEVENTH AVE.	From 10:30 A.M.
Mar. 13	CHARLES NUDELMAN	550 SEVENTH AVE.	10:30 A.M. 2:30 P.M.

Mar. 3 8:30 P.M.	LECTURE ON TRADITION IN DESIGN	MUSEUM OF COSTUME ART	630-5TH AVE.
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Mr. M.D.C. Crawford of Women's Wear and the Museum of Costume Art begins the third annual series of 4 lectures, with demonstrations. Subject, "Tradition in Design". Free to members. Open to public at \$3.50 for series of 4 lectures. Individual lectures, \$1.00. Address above for subscription blank.

Mar. 3 1:00 P.M. Luncheon	PRE-EASTER WOOLEN FASHION SHOW	BONWIT TELLER	JUNIOR LEAGUE CLUBHOUSE, 221 E. 71
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High spot of the Junior League March 3 luncheon will be a Bonwit Teller fashion show presenting a Pre-Easter Wool Forecoast for Spring. Publicity: Nona James, EL. 5-6800

Mar. 3 & 4 2:30 P.M.	GRAND DUCHESS MARIE FASHION SHOW	LORD & TAYLOR FASHION THEATRE	5TH AVE. at 39TH 10TH FLOOR
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First Spring showing of Grand Duchess Marie fashions from Women's Shop. Open to public. Fashion commentator: the Grand Duchess herself. Added attraction: "movies" showing how collection is put together. Publicity: Bernice Maguire, WI. 7-3300

Mar. 3-9	EXHIBIT AND SALE HAND-WOVEN FABRICS	IVES-GOOKIN STUDIO	BUCKINGHAM HOTEL 101 WEST 57TH ST.
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Exclusive, hand-woven fabrics designed by Florence Ives Gookin of Ogunquit, Maine.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 4 2:30 P.M.	SPRING FASHION SHOW	BLANAT, INC.	783 MADISON AVE.
Spring fashion review for Blanat customers, followed by press cocktail party. Publicity: Violet Engel, BU. 8-9193			
Mar. 4 10:30 A.M. 1:30 & 3:30	OPENING OF SUMMER COLLECTION	SPORTS GUILD	550-7TH AVE.
Mar. 4 1:15 P.M. Luncheon	JAY THORPE LUNCHEON FASHION SHOW	OVAl ROOM, RITZ CARLTON	MADISON AVE. at 45TH
Spring Fashion Promenade, "Diamonds Follow Suit" featuring Débutante Fashions by Jay Thorpe; Jewels by Black Starr, Gorham; Men's clothes by Roger Kent. Fashion show at 1:40. Publicity: Constance Hope, PL. 3-3390			
Mar. 4 9:00 P.M.	OPENING OF "DESIGNERS' GALLERY"	MARJORIE CASTLE	36 EAST 57TH ST.
Press preview of Designers' Gallery--13 designers of Apparel and Home Furnishings, organized under aegis of Marjorie Castle, formerly of London and R. H. Macy's, New York, into "Designers' Gallery" for joint exhibit of original designs, in effort to bring designers together with manufacturers and merchants who depend on flow of creative ideas in production. Inspection by subscribing manufacturers, one to a field. Designers include:			
Marion Dorn, wall paper, carpets, drapery prints.			
Jean Michel Frank, architect, decorator.			
Hertha Furth, drapery fabrics, jewelry, handbags.			
Dorothy Liebes, hand-woven textiles.			
Clara Mason, pottery, jewelry, bags.			
Frances Miller, drapery, dress prints, rugs.			
Joseph B. Platt, industrial designer, furniture, textiles.			
Lila Ranger, table decorations, jewelry.			
Jean Schlumberger, accessories, printed dress fabrics.			
Josephine Von Miklos, packaging, photography (cosmetic field).			
Clara Alexander Weiss, hand-woven tweeds.			
Prince Windischgraetz, wall decorator, children's book illustrator, packaging.			
Marguerite Brooks, hand-woven textiles. For further information, contact Marjorie Castle, Tel: PL. 3-7058.			
Mar. 4 & 5 2:30 P.M.	FABRIC FASHION SHOW FOR MISFITS	GIMBEL BROS.	6TH AVE. at 33RD ST. 11TH FLOOR AUDITORIUM

Gimbel's will point out how specific figure problems can be solved by Simplicity Patterns and home sewing. Mannequins guaranteed problem-types--including tall, top-heavy, peewee and young stout--in addition to average figures. Publicity: Helen Authier, PE. 6-5100

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 5 4:30 P.M.	OPENING OF CHILDREN'S CLOTHES COLLECTION	MARISKA KARASZ	30 EAST 56TH ST.
Mariska Karasz, just back from Mexico and Guatemala, will preview her new collection of children's (and some mothers') fashions for the fashion press. Authentic native children's costumes and examples of authentic native crafts will be a highlight of the presentation.			
Mar. 5 4-6 P.M.	SPRING SHOE FASHION SHOW	COWARD SHOE CO.	WALDORF ASTORIA JANSEN SUITE
Coward's version of shoes for the new season. Press preview. Publicity: D. R. Kasanof, BA. 7-1700			
Mar. 5 All day	1941 CONFERENCE OF GRAPHIC ARTS		BILTMORE HOTEL 43RD & VANDERBILT AVE.
Intensive, one-day session devoted to discussion and exhibition of graphic arts. Should contain ideas for firms that plan, produce and buy advertising. To register, contact: Don. H. Taylor, Director of Conference, 461-8th Ave.			
Mar. 5 8:45 A.M.	"WOMAN'S PAGE OF THE AIR"	ADELAIDE HAWLEY	STATION WABC
Tune in on Adelaide Hawley who will interview Miss Mary Miller of Miller & Bergman, in a discussion of "Spring Shoe Styles". Adelaide Hawley, CI. 7-4560			
Mar. 6 1:30 P.M. Luncheon	MACY LUNCHEON FASHION SHOW	N.Y.C. FEDERATION OF WOMEN'S CLUBS	HOTEL ASTOR 45TH & B'WAY
Club Women's Clothes from R. H. Macy's Little Shop and Women's Dress Shop will be featured at N. Y. City Federation of Women's Clubs' Luncheon. Publicity: Kay Inglis Jones, CH. 4-2000			
Mar. 6 12:30 P.M.	FILMING OF VYVIAN DONNER FASHION "SHORT"	LA MODE BUTTONS	FOX MOVIE TONE STUDIO 460 WEST 54TH ST.
Cocktails, luncheon, fashion show and a behind-the-scenes glimpse of moving pictures in the making. Clothes worn in the movie will feature La Mode buttons. For fashion press. Publicity: Jack Goehring, PL. 3-2991			
Mar. 6 1:00 P.M. Luncheon	RUSSEK'S FASHION SHOW OF WOOLEN SUITS	PLAZA HOTEL PERSIAN ROOM	5TH AVE. & 59TH
Complete woollen suit show, with fashion commentary by woollen-expert, June Hamilton Rhodes. Publicity: B. Castle, WI. 7-1900			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 7 3:00 P.M.	GOGO SCHIAPARELLI WEDDING	MRS. OTTAVIO PROCHET	HAMPSHIRE HOUSE
<p>Gogo Schiaparelli, daughter of Elsa Schiaparelli, famous Paris couturière, but herself an American, will marry an American, Mr. Robert Lawrence Berenson, Vice President of the Grace Line. Gogo's wedding gown was designed by Fira Benenson of Bonwit Teller. Gogo herself designed her trousseau, which will be copied exactly by Horwitz & Duberman, launching a new collection of Junior Miss clothes to be featured as "Gogo Schiaparelli fashions". Bonwit Teller will carry them exclusively in New York, introducing them on March 5th. Out of town stores contact Jack Horwitz, 498-7th Ave., LO. 5-7440.</p>			
Mar. 8- Apr. 20	EXHIBITION OF HATS	BROOKLYN MUSEUM	EASTERN PARKWAY AT FLATBUSH AVE.
<p>Hats covering large variety of cultural and national periods in history of world. Sally Victor will show <u>new</u> hats to illustrate how museum pieces can be used in modern designing. Public Opening preceded by press preview and cocktail party on March 7th.</p>			
Mar. 9	"FIRST FASHIONS OF AMERICA"	BLOOMINGDALE'S ABRAHAM & STRAUS	NEW YORK BROOKLYN
<p>Store-wide promotion. Fashions in silks, woolens and rayons, based on research in America's earliest Colonial origins by Photog. Marian Stephenson.</p>			
Mar. 10 8:30 P.M.	LECTURE ON THEATRE- COSTUME IN BALI	MUSEUM OF COSTUME ART	630-5TH AVE.
<p>Second in third annual series of lectures with demonstrations. Speaker: Donald Oenslager. Free to members. Open to public at \$1.00 per lecture. Address museum for subscription blank.</p>			
Mar. 10	FIRST SHOWING OF TRUMAN BAILEY'S LOUISIANA FASHIONS		
<p>A summer merchandising promotion with authentic Louisiana fashions as its inspiration, developed by Truman Bailey in specially designed Everfast fabrics. Participating manufacturers who will show these fashions in their own show rooms beginning March 10, include: Horwitz & Duberman; Pollack, Smith & Robins; Young America Dance Frocks; American Deb; Beaumart; Lord's Sportwear; Castlecliff Jewelry; Betmar Hats; Friedman-Lobel Handbags; Singer-Cohen Dress Accessories.</p>			
Mar. 10 12:15 & 3:30 P.M.	FASHION SHOW OF "SACSON" DRESSES	GIMBEL BROS. COTTON SHOP	6TH AVE. at 33RD ST.
<p>Two-a-day fashion show of Sacson dresses featuring town and country costumes and work and play clothes for the Career Girl. Publicity: Helen Authier, PE. 6-5100.</p>			

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Mar. 11 1:00 P.M. Luncheon	MACY LUNCHEON FASHION REVUE	RITZ CARLTON OVAL ROOM	45TH AND MADISON AVE.
	Spring fashions from Macy's Little Shops. Like all Ritz "Tuesday Lunch- eons", open to public. Publicity: Kay Inglis Jones, CH. 4-2000		
Mar. 13 12:30 Luncheon	SAKS 5TH AVE. BRIDAL FASHION SHOW	BILTMORE HOTEL	VANDERBILT AVE at 43RD
	Bridal fashions within every girl's reach. Publicity: Miss Harness, PL. 3-4000.		
Mar. 13	PUBLICATION DATE OF CORSET SELLING MANUAL	WOMEN'S WEAR DAILY	8 EAST 13TH ST.
	Special feature section of March 13th Women's Wear will contain "Sales Training for Corset Selling" - a complete corset sales training manual by Zelma Bendure. Extra copies for sales personnel must be ordered in advance of publication date.		
Mar. 15 Evening	BENEFIT BALL AND "FASHIONS WITH A FUTURE"	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN, 825-8TH AVE.
	All-star show and mammoth Charity Revue, "Fashions With a Future", featuring fashions and accessories. 25 participating exhibitors. Fashion commentator: Ann Lawren (Mrs. William Loweth). Publicity: Henry Zeltner, AL. 4-8300		
Mar. 17	"BRITISH SYMBOL" PRINT PROMOTIONS WILL BREAK IN RETAIL STORES		
	Governors of several states have proclaimed the week of March 17th as "British Aid Week", and retailers can tie-in with store-wide promotions of British symbol print fashions. 19 manufacturers are coordinating ready-to-wear, accessories and yard goods in these British Symbol Prints, for which the British American Ambulance Corps receives 10% on all fab- ric sales. Garments will carry "British American Ambulance Corps" stickers, tags or sewn labels. Publicity: Philip Schuyler, MU. 3-3483		
Mar. 17 8:30 P.M.	LECTURE ON COSTUME IN MOVEMENT	MUSEUM OF COSTUME ART	630-5TH AVE.
	Third in third annual series of lectures with demonstrations. Speech by dancer, Martha Graham. Free to members, open to public at \$1. per lecture.		
Mar. 17 1:00 P.M. Luncheon	MACY LUNCHEON FASHION SHOW	ST. REGIS HOTEL IRIDIUM ROOM	FIFTH AVE. at 55TH ST.
	Spring fashions from Macy's Little Shops. Publicity: Kay Inglis Jones, CH. 4-2000		
Mar. 17 2:30 P.M.	CORSET FASHION SHOW	GIMBEL BROS.	SIXTH AVE. at 33RD ST.
	(Details in next issue of Fashion Calendar. Publicity: Helen Authier, PE. 6-5100)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 18	SPRING FASHION SHOW Details in next week's Calendar.	FRANKLIN SIMON	GREENWICH SHOP (via Grand Central Station)
Mar. 18 3:00 P.M.	SPRING FASHION SHOW Annual spring fashion show for benefit of School Settlement Association.	ABRAHAM & STRAUS	ST. GEORGE HOTEL 51 CLARK ST., B'KLYN
Mar. 18 1:15 Luncheon	ALTMAN LUNCHEON FASHION SHOW Easter Promenade. Fashion Show at 1:40 P.M. Publ. Faith Willcox, MU. 9-7000	RITZ CARLTON OVAL ROOM	MADISON AVE. at 45 ST.
Mar. 20 2:30 & 6:00 P.M.	STORE-WIDE SPRING FASHION SHOW New spring fashions will be shown twice, at 2:30 and 6:00 P.M., with screen stars and other celebrities in attendance. Publ. Peg Read, WI. 7-8200	OPPENHEIM-COLLINS	35 WEST 34TH ST.
Mar. 20 12:30 Luncheon	SAKS 5TH AVE. BRIDAL FASHIONS Revue of fashions for the spring bride without limitations on her purse-strings, featuring Saks Originals and Custom Made hats. Publicity: Miss Harness, PL. 3-4000	PLAZA HOTEL, PERSIAN AND TERRACE ROOMS	5TH AVE. & 59TH ST.
Mar. 23- 29	NATIONAL SPRING MILLINERY OPENINGS (RETAIL STORES) New York stores will feature spring millinery importantly in windows, tying in with National Spring Millinery Week. Contact Millinery Stabilization Commission, 1450 Broadway, for suggested advertisements, window displays, promotional material, etc. Executive Sec. Joseph Lipshie, CH. 4-6547		
Mar. 24 8:30 P.M.	LECTURE ON SPANISH FOLK ART IN THE NEW WORLD Last in third annual series of lectures with demonstrations. Speaker: Isabel de Palencia. Free to members. Open to public at \$1. per lecture. Address museum for subscription blank.	MUSEUM OF COSTUME ART	630-5TH AVE.
Mar. 25 1:15 Luncheon	STEIN & BLAINE FASHION SHOW 1:40 showing of Stein & Blaine's Custom-Made Collection of daytime and evening fashions for spring in New York. Publicity: Kay Merrill, PL. 3-4000	RITZ CARLTON OVAL ROOM	MADISON AVE. at 45 ST.
Closing Mar. 26	FRENCH ART EXHIBIT 1800-1900 Full of ideas for fashion designers. Exhibit of prints, portraits and costumes of France, dating from 1800 to 1900; David to Toulouse Lautrec. Open Wednesday evenings until 10:00 P.M.	METROPOLITAN MUSEUM	5TH AVE. at 82ND ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 27 2:30 & 6:30 P.M.	"HALF-PINT" FASHION SHOW	OPPENHEIM-COLLINS	35 WEST 34TH ST. 2ND FLOOR
Peewee-sized customers will model new spring fashions from the "Half-Pint" Shop. Judy Garland, "half-pint" movie-star, may be among those present. Publicity: Peg Read, WI. 7-8200.			
Apr. 1 1:15 Luncheon	LORD & TAYLOR'S DESIGN- ERS' SHOP FASHION SHOW	RITZ CARLTON OVAL ROOM	MADISON AVE. at 45 ST.
Apr. 3 1:00 P.M. Luncheon	MACY LUNCHEON FASHION SHOW	PLAZA HOTEL PERSIAN ROOM	5TH AVE. at 59TH ST.
Apr. 5	"YOUNGER CROWD" FASHION REVIEW (time of day in later issue)	LORD & TAYLOR	5TH AVE. at 38TH ST. 6TH FLOOR
Apr. 8 1:15 P.M. Luncheon	LUNCHEON FASHION SHOW NICOLE DE PARIS HATS	RITZ CARLTON HOTEL OVAL ROOM	5TH AVE. at 59TH ST.
Apr. 12- May 10	OPENING OF SPRING RACE MEET	METROPOLITAN JOCKEY CLUB JAMAICA, L.I.	

Opening Day at the Races--should be a field-day for fashion reporters out to spot Spring fashion trends.

IMPORTANT FIRST NIGHTS IN THE THEATRE

March 11	THE DOCTOR'S DILEMMA	Shubert Theatre	225 West 44th St.
March 12	THEY WALK ALONE	Golden Theatre	252 West 45th St.
March 12	FIVE ALARM WALTZ	Theatre to be announced	
March 15	ISRAEL ORPHAN ASYLUM BENEFIT	Madison Square Garden	825-8th Avenue

HOLIDAYS AHEAD

Mar. 17	ST. PATRICK'S DAY
Mar. 20	FIRST DAY OF SPRING
Apr. 1	APRIL FOOL'S DAY
Apr. 13	EASTER SUNDAY
Apr. 14	PAN-AMERICAN DAY
Apr. 27	DAYLIGHT SAVING BEGINS
May 11	MOTHER'S DAY
May 30	MEMORIAL DAY

RED LETTER WEEKS

Mar. 3-8	NATIONAL DISPLAY WEEK
Mar. 12-18	GIRL SCOUT ANNIVERSARY WEEK
Mar. 23-29	NATIONAL SPRING MILLINERY WEEK
Mar. 29	BASEBALL WEEK
Apr. 21-26	NATIONAL FOOT HEALTH WEEK
Apr. 26	NATIONAL FISHERMEN'S WEEK
Apr. 27	NATIONAL BETTER HOMES WEEK
Apr. 28	NATIONAL BABY WEEK
May 10-17	NATIONAL GOLF WEEK
May 16-23*	NATIONAL COTTON WEEK
May 24-31	NATIONAL TENNIS WEEK

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